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CLAIMS

1. A method (200) for encoding video signal data for an image block, the method comprising:

receiving (212) a substantially uncompressed image block;

block matching (214) the image block in correspondence with at least one particular reference picture while excluding non-optimal search points in accordance with a comparison of a normalization of the image block pixels against a normalization of the reference picture pixels;

computing (216) motion vectors corresponding to a difference between the image block and the at least one particular reference picture; and

motion compensating (218) the at least one particular reference picture in correspondence with the motion vectors.

2. A method (200) as defined in Claim 1 wherein computing motion vectors comprises:

testing within a search region for displacements within a pre-determined range of offsets relative to the image block while excluding non-optimal search points in accordance with a comparison of a normalization of the image block pixels against a normalization of the reference picture pixels;

calculating at least one of a sum of the absolute difference, a sum of the square difference, and a mean squared error of each pixel in the image block with a motion compensated reference picture; and

selecting the offset with the lowest calculated sum of the absolute difference, sum of the square difference, or mean squared error as the motion vector.

3. A method (200) as defined in Claim 1 wherein block matching comprises:

storing a normalization of the current picture; and reusing the stored normalization when the current picture is used as a reference picture for coding another picture.

4. A method (200) as defined in Claim 1 wherein block matching comprises:

storing a normalization of the smallest block size; and reusing the stored normalization for larger block sizes.

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5. A method for processing video signal data for an image block, the method comprising encoding (200) as defined in Claim 1 and decoding (300), the decoding comprising:

receiving (312, 314) at least one reference picture index with the data for the image block, each corresponding to a particular reference picture;

retrieving (318) a reference picture corresponding to each of the received at least one reference picture index; and

motion compensating (320) the retrieved reference picture to form a motion compensated reference picture.

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6. A method (200, 300) as defined in Claim 5, further comprising adding the motion compensated reference picture to the data for the image block to predict the image block.

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- 7. A method (200, 300) as defined in Claim 6, further comprising storing the predicted image block as a reference picture for future retrieval.
- 8. A method (200, 300) as defined in Claim 5 wherein the video signal data is streaming video signal data comprising block transform coefficients.

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9. A video CODEC comprising a video encoder (100) as defined in Claim 1 and a video decoder (400) for decoding video signal data for an image block and at least one particular reference picture index to predict the image block, the decoder comprising a motion compensator (460) having an output for determining a block corresponding to the particular reference picture index.

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- 10. A video CODEC (100, 400) as defined in Claim 9, further comprising a variable length decoder (410) in signal communication with the motion compensator (460) for providing the particular reference picture index to the motion compensator.
- 11. A video CODEC (100, 400) as defined in Claim 9 wherein the motion compensator (460) is for providing motion compensated reference pictures responsive to the fast search block motion estimator (180).

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- 12. A video CODEC (100, 400) as defined in Claim 9 wherein the video signal data is streaming video signal data comprising block transform coefficients.
 - 13. A video encoder (100) for encoding video signal data for an image block relative to at least one particular reference picture, the encoder comprising a fast search block motion estimator (180) for providing motion vectors corresponding to the at least one particular reference picture, the motion estimator comprising a fast search block matching portion for performing fast search block matching while excluding non-optimal search points in accordance with a comparison of a normalization of the image block pixels against a normalization of the reference picture pixels, the fast search block matching portion having an output responsive to the at least one particular reference picture.
 - 14. A video encoder (100) as defined in Claim 13 wherein the fast search block matching portion comprises at least one of a data reuse portion and a successive elimination portion.
 - 15. A video encoder (100) as defined in Claim 13 wherein the fast search block matching portion comprises a data reuse portion adapted to store the normalization of the current picture and reuse the stored normalization when the current picture is used as a reference picture for coding another picture.

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16. A video encoder (100) as defined in Claim 13 wherein the fast search block matching portion comprises a data reuse portion adapted to store the normalization of the smallest block size and reuse the stored normalization for larger block sizes.

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- 17. A video encoder (100) as defined in Claim 13 wherein the fast search block matching portion comprises at least one of a sum of the absolute difference calculator, a sum of the square difference calculator, and a mean squared error calculator for performing normalization.
- 18. A video encoder (100) as defined in Claim 13, further comprising a reference picture store (170) in signal communication with the fast search block motion estimator (180) for providing the at least one particular reference picture and a corresponding particular reference picture index.
- 19. A video encoder (100) as defined in Claim 18, further comprising a variable length coder (140) in signal communication with the reference picture store (170) for encoding the particular reference picture index corresponding to the at least one particular reference picture.
- 20. A video encoder (100) as defined in Claim 13, further comprising a motion compensator (190) in signal communication with the fast search block motion estimator (180) for providing motion compensated reference pictures responsive to the fast search block motion estimator.